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AUG 05 2004
OIPE
JC156

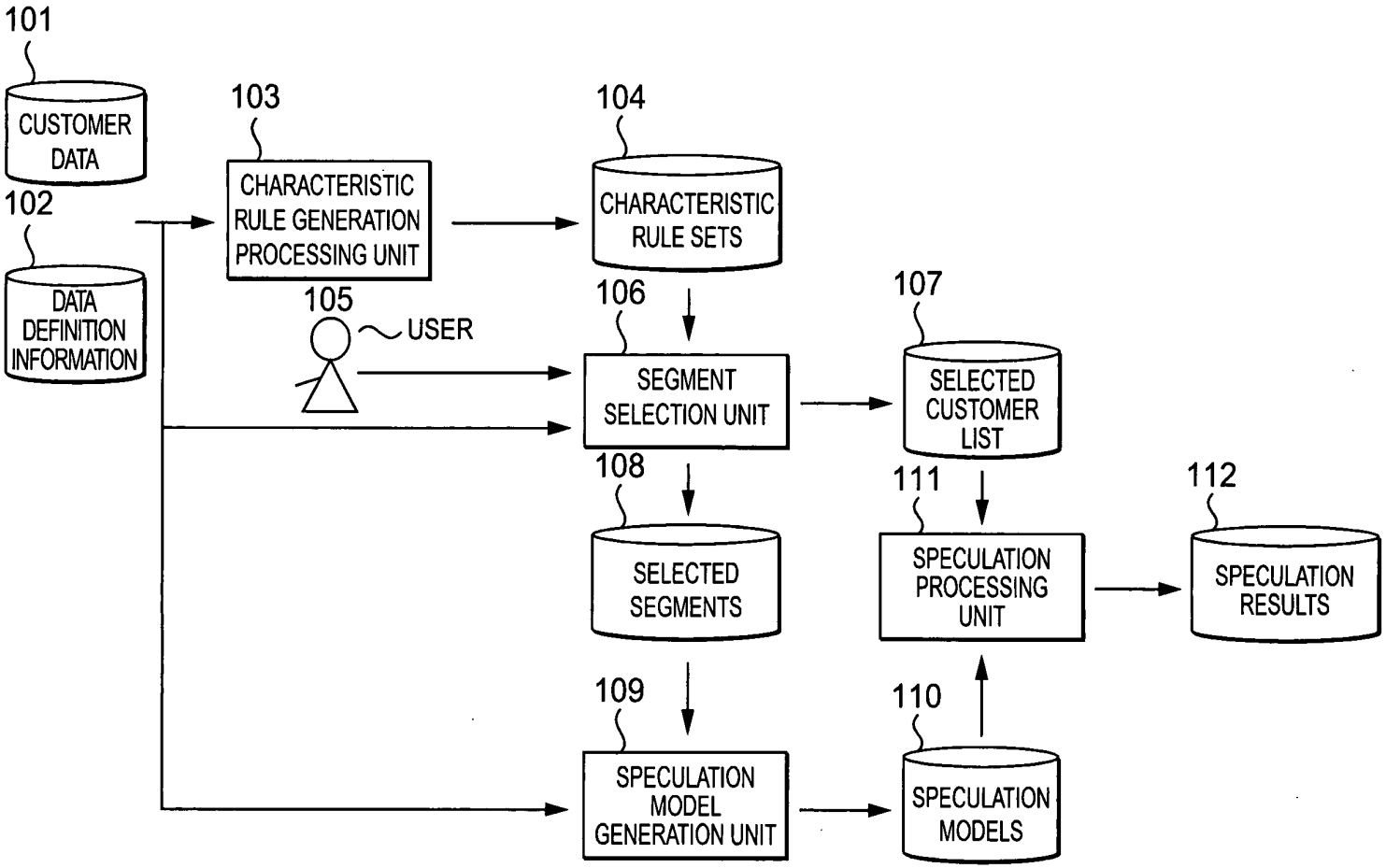

FIG.1

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MONTH	CUSTOMER ID	GENDER	AGE	・・・	PROFIT AMOUNT	CANCELLED CUSTOMERS
3	00001	M	27	・・・	32,000	0
	00002	F	22	・・・	35,000	1
	00003	M	31	・・・	27,000	0
	・ ・ ・	・ ・ ・	・ ・ ・	・ ・ ・	・ ・ ・	・ ・ ・
4	00001	M	27	・・・	34,000	
	00002	F	22	・・・	38,000	
	00003	M	31	・・・	28,000	
	・ ・ ・	・ ・ ・	・ ・ ・	・ ・ ・	・ ・ ・	・ ・ ・
5	00001	M	27	・・・	36,000	
	00003	M	31	・・・	29,000	
	・ ・ ・	・ ・ ・	・ ・ ・	・ ・ ・	・ ・ ・	・ ・ ・

FIG.2

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[USED DATA]
MARCH

[RULE GENERATION ITEMS]
CONDITION ITEMS :
GENDER, AGE, PROFIT AMOUNT,
PRODUCT MODEL, RESIDENCE
CONCLUSION ITEMS : CANCELLATION STATUS
[LAYER]
GENDER :
MALE
FEMALE

AGE :
UNDER 20 : AGE < 20
20~24 : 19 <AGE < 25
25~29 : 24 <AGE < 30
30~34 : 29 <AGE < 35
OVER 35 : 34 <AGE

FIG.3

NO.	RULE	RULE/CONDITION	PRECISION
1	IF AGE = 20~24 & GENDER = F THEN LICENSE = CANCEL	54/200	27%
2	IF PRODUCT MODEL = xyz & RETAIL STORE = A THEN LICENSE = CANCEL	42/210	20%
:	:	:	:

FIG.4

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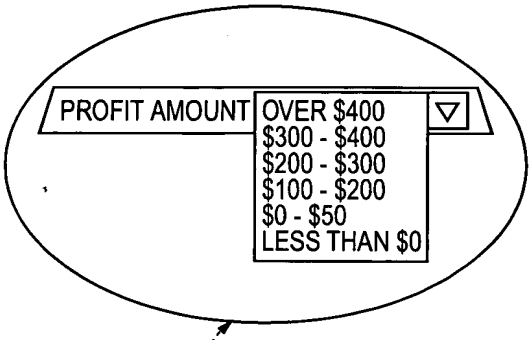

ANALYSIS ITEM [CANCELLATION %] PROFIT AMOUNT [ALL] RETAIL STORE [ALL]

DRILL DOWN

GENDER / AGE	MALE	FEMALE	UNKNOWN
UNDER 19	7	13	3
20~24	11	27	4
25~34	9	8	2
35~44	6	5	1
OVER 45	2	1	0

FIG.5

ANALYSIS ITEM [CANCELLATION %] PROFIT AMOUNT [$300 - $400] RETAIL STORE [ALL]

GENDER / AGE	MALE	FEMALE	UNKNOWN
UNDER 19	7	15	4
20~24	16	24	6
25~34	9	9	
35~44	8	3	
OVER 45	3	2	

SELECT COSTOMER LIST
GENERATE SPECULATION MODEL
SPECULATE

FIG.6

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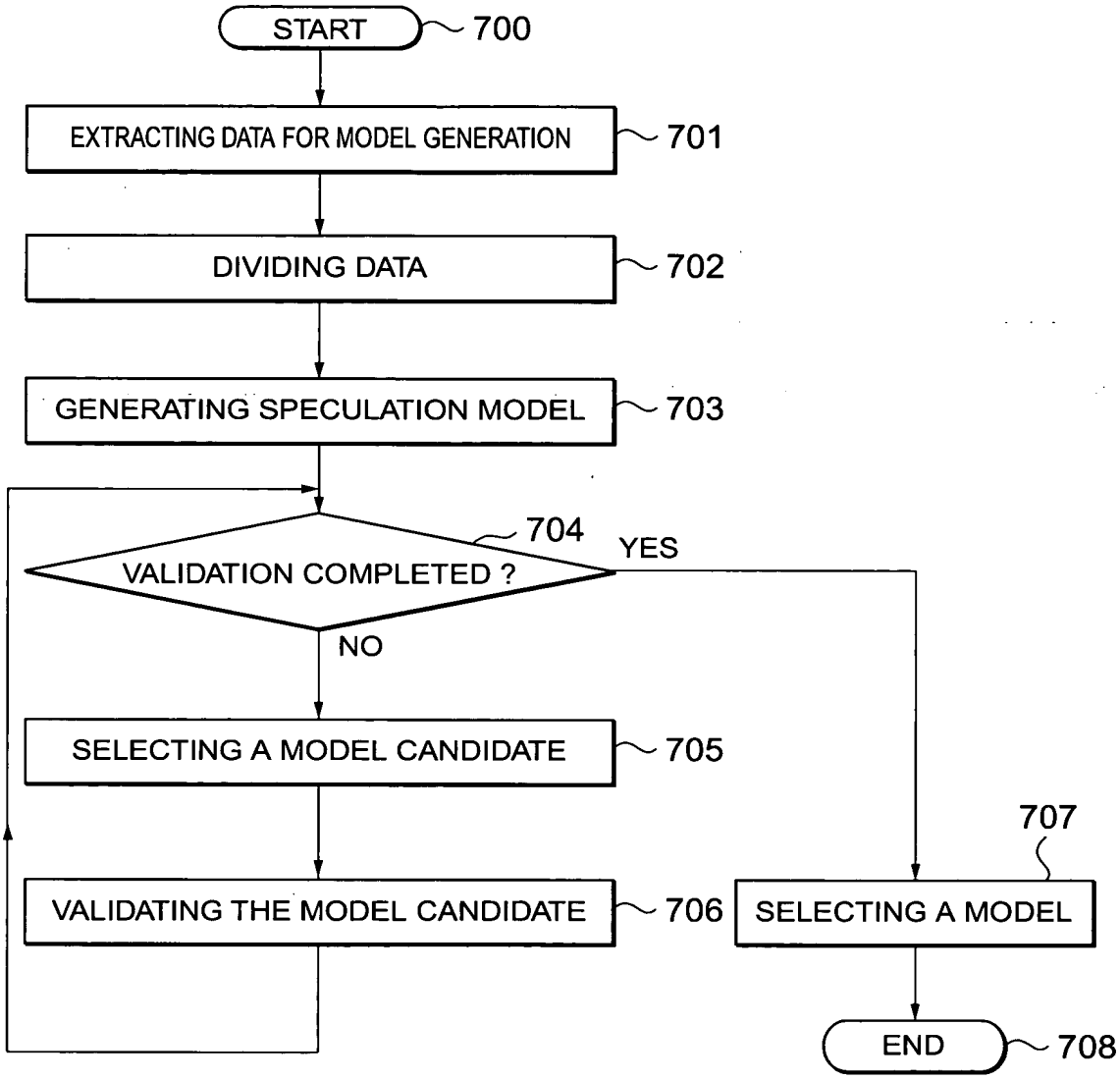

FIG.7

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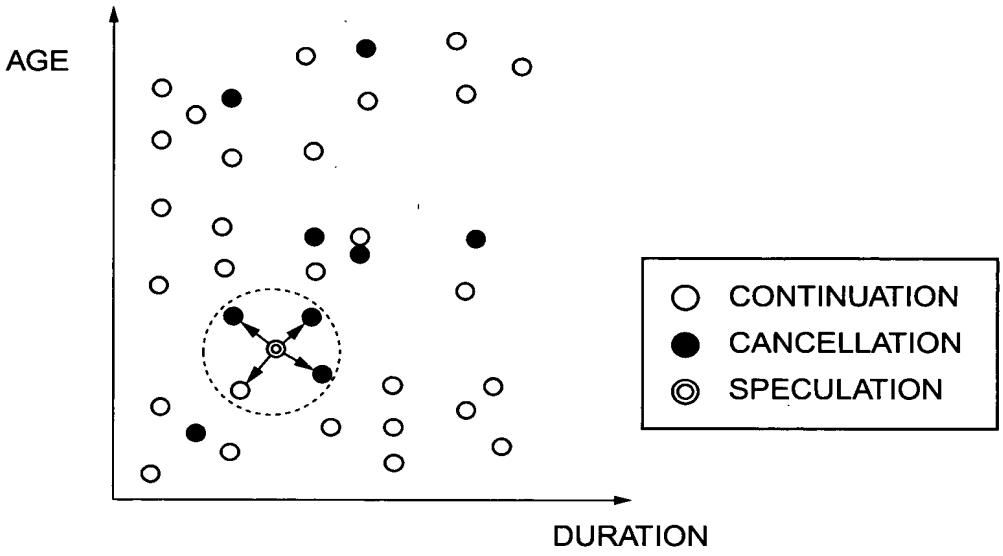

FIG.8

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[DATA]
MARCH

[RULE GENERATION ITEMS]
CONDITION ITEMS : OCCUPATION, PROFIT AMOUNT, CANCELLATION, RESIDENCE
CONCLUSION ITEMS :

[SEGMENT CONDITIONS]

AGE = 20~24 & GENDER = FEMALE
& PROFIT AMOUNT =$300 - $400

FIG.9

CUSTOMER ID	CANCELLED CUSTOMER	SELECTION CONDITIONS	AGE	PROFIT AMOUNT	. . .
00036	1.0	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =$300 - $400	21	$320	. . .
00302	1.0	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =$300 - $400	22	$350	. . .
00421	0.98	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =$300 - $400	20	$330	. . .
⋮					

FIG.10

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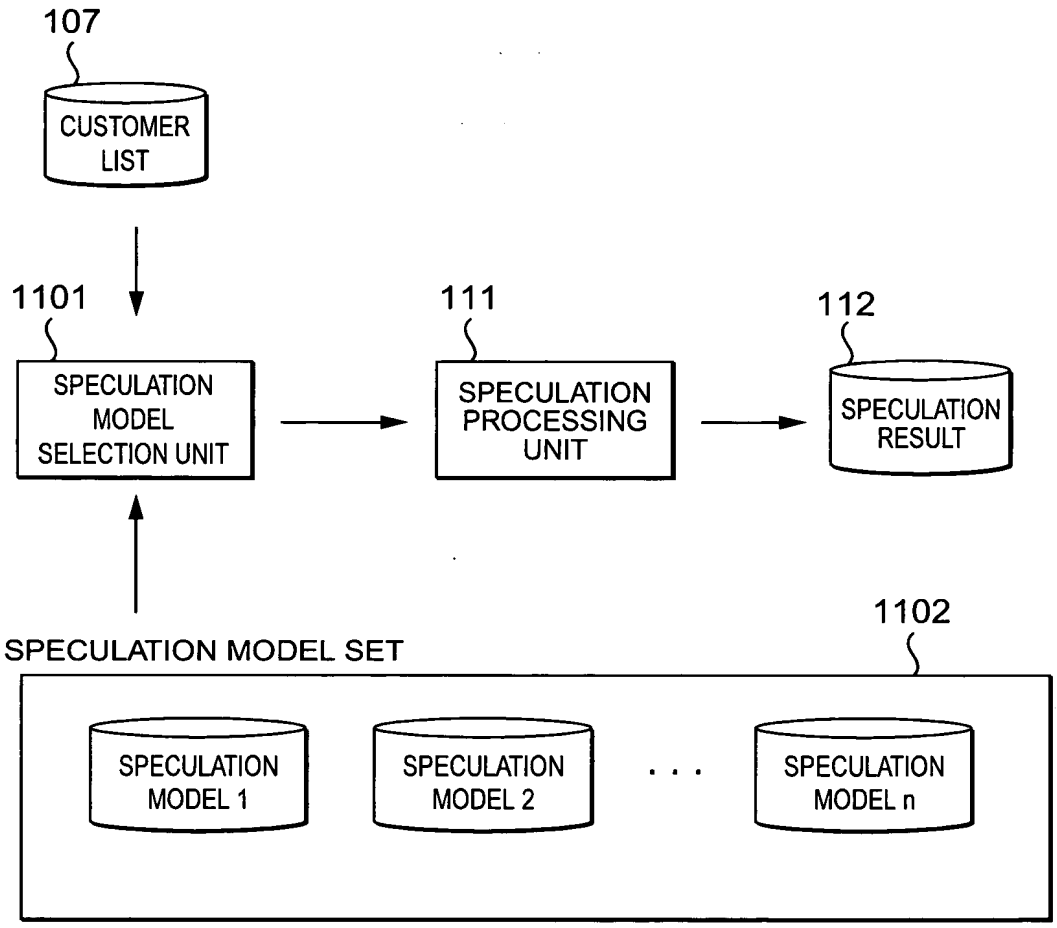

FIG.11

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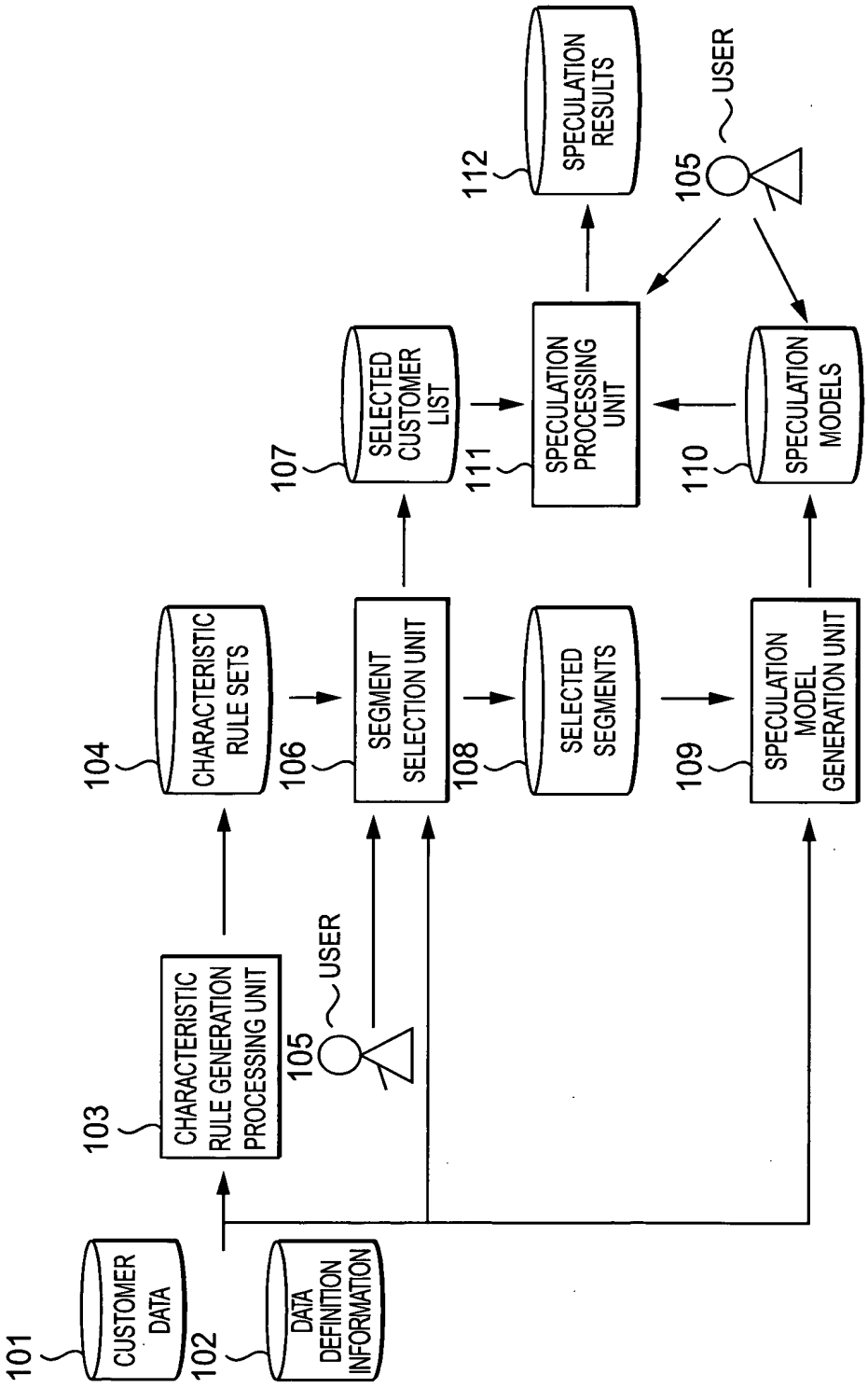

FIG.12